

## U. S. IS MOTORIZED EUROPE NEW GOAL

President of Studebaker Corporation Tells of Calls for American Cars.

By A. R. ERSKINE,  
President of the Studebaker Corporation,  
South Bend, Indiana.

The records show there are six and one-half million automobiles and trucks in use in the United States at the present time, and in the next ten years the number will undoubtedly exceed fifteen million. License fees and taxes paid by the owners of the forty-eight States now approach one hundred millions annually. Federal and State highway laws and bond issues provide for great expansions of roads and highways costing hundreds of millions for some years hence. The United States is motorized and the horse is gone except in rural regions.

Transportation in the world was revolutionized to a large extent by American cars and trucks which made good and brought acknowledgment from all of the armies and Europeans generally of the equality to the best standards of European cars. No longer is the American car referred to slightly in foreign countries. Europeans admit that in design, quality and performance our cars are as good as their own, and in support of their opinion they are incorporating a number of American ideas in their post-war designs. At present the number of cars and trucks in use in the United States is about four times the total number in use in Europe and all other foreign countries combined.

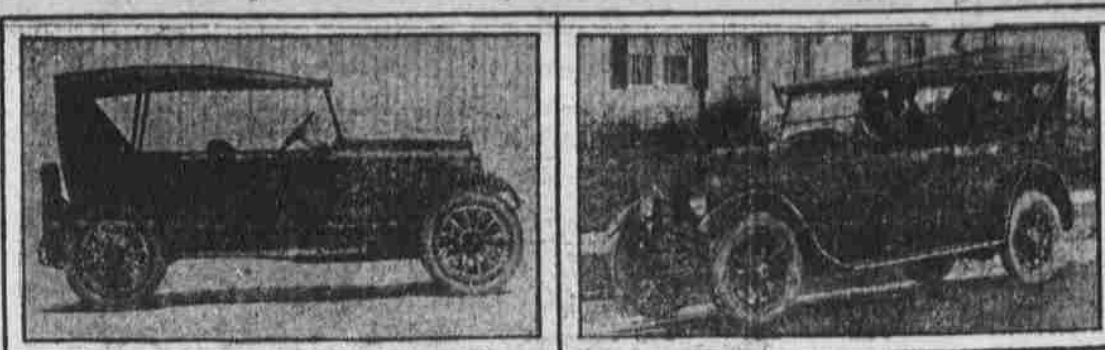
The automobile industry in the United States, now ranking as the third largest industry, is in an extremely favorable position to export cars and trucks to all the markets of the world, and in fact it must depend on these markets to take its surplus production when normal conditions are resumed. If it is to operate at maximum capacity, which is now estimated at three million cars per annum, Great Britain and the continent of Europe must be supplied with the export markets, because in time all civilized countries will be motorized as we are, and American cars will predominate everywhere in this great evolution of modern times in which mechanical transportation displaces the animals that have served man so faithfully through all the ages of creation.

It is true that exports from the United States will be controlled by the ability of our foreign countries to pay upon our terms and pay in dollar exchange, and for that reason great concern is felt by American manufacturers over the premium now commanded by the dollar in most foreign markets. Something must be done by the Government, commercial and financial interests of the country to reduce these premiums and restore normal rates of exchange as nearly as may be possible. It is a problem of great complexity and has many bearings, but it will be solved satisfactorily, and when it is, the American automobile industry will be one of the greatest beneficiaries in the stimulus to foreign trade that will automatically ensue.

It hardly seems necessary to say anything about the domestic demand for automobiles because it is apparent that such demand is continuous and incessant, with a constant upward tendency as population increases and good roads are opened. The normal replacement of worn out cars is about 1,000,000 cars a year at the present time, to which must be added the demand from people who buy a new car every year or two and dispose of their old ones. These second hand cars are easily marketed as a rule and many of them are exported.

### THE DORT SLOGAN.

The Dort slogan, "Quality Goes Clear Through," appears on all Dort advertising and in fact, every piece of printed matter sent out by the Dort Motor Car Company. In order to impress this feature on Dort employees, his plaques are seen throughout the Dort factories on which is written this phrase. Dort men keep this slogan, "Quality Goes Clear Through," constantly before them and know that it is the truth.



REO SIX

WESTCOTT LARGER SIX

### MORE STANDARD 8s IN 1920.

Standard Steel Car Co. to Increase Production Four Fold.

The big question with buyers visiting the New York Automobile Show this year will be, "What manufacturers can I be sure will be able to get raw materials, produce cars and fill orders?" It is a matter that will be of equal concern to the big distributor and the individual buying a car for his own use. Along this line there is welcome news for the hundreds who in recent months have besieged the Standard Steel Car Company with orders for Standard "Eights." Hereafter their production has been limited. But officials of this large organization now in New York for the show say that production for 1920 is to be quadrupled. Because of the large buying power and producing facilities of this company men along Motor Row attach a great deal of weight to this statement.

The new Model "1" Standard, that will be on display at the show, comes in different body jobs, all mounted on the same 128 chassis—seven passenger touring, four passenger roadster—and both five and seven passenger sedan models.

### DESCRIBING THE WESTCOTT.

Sales Manager Tells of the Important Things.

"If you are experienced with the automobile and know what the chassis should be to give real service and continue to give it for many tens of thousands of miles," says E. H. Giler, general sales manager of the Westcott company, "the Westcott chassis will be a delight to you."

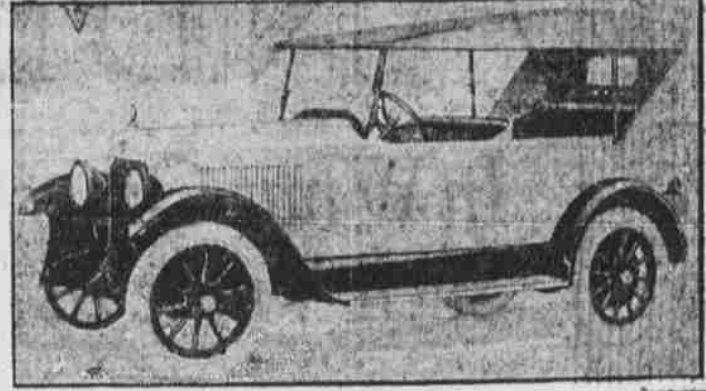
"All parts have been accepted by American motorists as standard, the best of their kind. You will find the assembly so clean and workmanlike that it gives you confidence also in the things that are hidden, the things that have to be taken on faith, and yet may make or break the car on its final test of performance."

"The Larger Six has a wheelbase of 125 inches; the lighter Six of 118 inches. Both have Continental motors. All tires on both models are non-skid cords."

"Thermostatic control of the cooling system prevents overcooling and undercooling, helping keep the motor temperature even in any season or climate. A radiator, with dial on the instrument board, shows motor temperature."

"In the equipment of the cars the Westcott company has included all the conveniences usually provided by the makers of the best cars for the comfort and convenience of the passengers, and more besides."

"The enclosed bodies are custom built, of aluminum, and of the most modern coach design. Every detail of equipment and refinement has been most carefully selected and represents the utmost in quality and convenience. Perfect heater equipment is used in all enclosed types."



VELIE 48

## H. C. S. CAR MAKES BOW TO NEW YORK

Harry Stutz, Reentering the Manufacturing Business, Turns Out Fine Autos.

Conservation, distinction, quality and economy are the four cardinal features of the new "H. C. S." which is being exhibited for the first time in New York and to the motoring public attracted to the city by the National Automobile Show.

The showing of the "H. C. S." is being made at the Hotel Astor, where a striped chassis and a completed job are on display. It is hardly necessary to add that this latest creation of Harry C. Stutz of Indianapolis is creating much attention.

Interest in the new creation is being increased by the attention attracted to the "creed" promulgated by Mr. Stutz himself in reference to his car, his new factory and his ideas. The H. C. S. Motor Car Company of Indianapolis is now rushing building operations on a model factory; the organization is complete in every detail and the product will be coming through in production within a comparatively short time. Therefore, it is pertinent that auto owners should heed the words of the celebrated engineer and designer.

"In the first place," says Mr. Stutz, "I believe that the real business of anything mechanical is to work well and wear well." Mr. Stutz might have stood on that one sentence alone, but he amplifies his ideas. "I put strength, simplicity and serviceability above all else and as a result whatever I have designed and personally built has stood up and entailed the lowest possible maintenance expense."

"On the other hand," continued Mr. Stutz, "I maintain that an engineered product should not only be strong and well designed but after these details have been attended to, beauty should be built around them."

"Furthermore, it may be accepted as true that beauty—true beauty—is always simple. Therefore I wish to avoid all unnecessary features. Beauty must be based on genuineness. No matter how expert or clever a designer may be he cannot build a real beauty into a product by the use of cheaper imitative materials. I therefore insist upon using the best of everything and will not tolerate substitutes or seconds."

"At the same time economy in motor operation is essential and I have built with this prime idea in mind, so that the motor will deliver the best source of power out of every drop of fuel and so that the greatest efficiency may be obtained from lubrication. In short, stamina and endurance are built into the motor along with economy."

"Another important point in my mind is the fact, as I believe, that no matter how well a motor car is designed it can never be any better than the shop in which it is built or the men who build it. You cannot get quality except in a rigidly disciplined shop from which all workmen except the most conscientious and expert are barred."

"In presenting the new H. C. S. after my practical experience of twenty-one years, I am presenting a product that is in absolute conformity to the principles I have here set forth."

### SPORTING INSTINCT DID IT.

Stutz Victorizes Bud Good Will for Car.

By WILLIAM PARKINSON,  
Metropolitan Distributor Stutz Cars.

It is puzzling to many persons, even among those who have studied the industry, to know why of all industrial exhibitions the Automobile Show should be held so firmly in popular estimation.

It seems to me that the explanation may be found in the fact that the automobile is not only a very practical working device, but is also a machine which appeals to the sporting qualities in human nature. Automobile locomotion appeals to the imagination, the mechanism of the car appeals to the mechanical instinct and, above all, the automobile appeals to man's desire for speed and love of contest. I am convinced that early interest in the industry was largely aroused by races and endurance tests, which proved that the new contraption was actually a working device.

Certainly much of the early popularity of the Stutz car was due to its conspicuous performance in various races, such as the Chicago Auto Club trophy race, Elgin national trophy race, the Twin City Speedway at Minneapolis and the Sheephead Bay race, in which the car took first and second places and made a new world record.

### STUTZ IS DURABLE.

How many manufacturers build a product merely to sell—and how many believe like Harry C. Stutz of Indianapolis, that it is the real business of anything mechanical to work well and to wear well? Mr. Stutz in announcing his new H. C. S. declares that he puts simplicity, strength and serviceability above all else. "I am proud of the fact that whatever I have personally designed and manufactured has stood up," with long life and exceptional service," says Mr. Stutz. "That is my idea of a motor car, and I invite inspection of my latest creation."

## NATIONAL SEXTET IS EXHIBIT FEATURE

New Method of Body Mounting Gives Unusually Low Effect.

Crowning nineteen successive years of participation in American automobile shows the National Motor Car Vehicle Corporation of Indianapolis formally presents the new National Sextet at the Grand Central Palace this week.

As in former years the show pioneer introduces a car of revolutionary character, the National Sextet of 1920 marking just as distinct an advance in the science of automobile development as did its three most notable predecessors. The National Four of 1914, the National Six of 1916 and the National Twelve of 1917—each of which had a stimulating effect on future designs.

Undoubtedly the most salient feature of the newest National is exceptional lowness, which has been achieved through the adoption of a new and advanced method of body mounting that brings the deep body sides within a scant two inches of the running board and eliminates the high and ungainly running board apron common to other cars.

The smartly continental effect, which contributes so much to the charm and character of the finest European cars, has been produced by suspending the body on brackets, set several inches below the upper edge of the chassis frame, instead of mounting the body on top of the chassis frame as has been standard practice since the first automobile was built.

Thus the sides of the car have been brought three and one-half inches closer to the ground without the sacrifice of road clearance, and utmost solidity of construction and the elimination of all squeaks and body noises have been achieved as well.

The Sextet is lithe as well as low, measuring 133 inches from hub to hub, with straight, unbroken lines and deep, flat body sides contributing to its sleek appearance. Distinctive style features are the individual front fenders, the flat upper body edge, the high radiator that is unmistakably national in contour and the duplex driving lamps in which the design of the radiator is attractively reproduced.

The six cylinder engine of the National Sextet is of the overhead valve type, built complete in National shops under exacting standards of precision manufacture and featured by parts generally overbuilt for long life and an unusually efficient system of forced lubrication.

The Sextet is abundantly powered for the speed invariably associated with National cars. The engine, for example, develops 71 horsepower at 2,600 revolutions per minute—a remarkable gain of 57.8 per cent. over the National Six of last year, which had identical bore and stroke measurements of 3 1/2 by 5 1/2 inches. This masterly power, however, is both unobtrusive and flexible, the engine being quiet in operation and persistently responsive at low throbbles.

The chassis of the Sextet is sturdy and clean cut from stem to stern. The full floating rear axle—distinguished by a one piece, pressed steel housing that combines great strength with light weight—is characteristic of the rugged construction that is evident in every unit of the car. The springs are semi-elliptic all around, measuring 33 and 60 1/2 inches respectively, and their cushioning power is materially augmented by the use of heavy Hartford shock absorbers front and rear.

The equipment of the car includes such worth while items as a motorometer, windshield cleaner, transmission theft lock, engine driven tire pump, non-glare lenses on the main driving lamps, auxiliary lamps for city use, motor light under the hood, corrugated rubber pads on brake and clutch pedals and 33 by 4 1/2 inch cord tires.

While the National Sextet is built in five custom body styles only two models—the seven passenger touring car and seven passenger sedan—are shown at the Grand Central Palace because of limited space. "There is no North or South to-day," according to the color scheme of the exhibit, the open model being finished in a serviceable gray and the closed coach in a rich blue.

The other three models in the sextet line—a yellow and black four passenger phaeton, a red and black four passenger roadster and a green coupe—are on display at the Broadway showroom of the metropolitan distributor, William G. Poertner.

### MARMON CRANKSHAFT SHOWN.

The massive crankshaft of the new series Marmion 34 six cylinder motor exhibited in the motor building demonstration in the lobby of the Commodore Hotel is larger in diameter than the shaft of the twelve cylinder Liberty aviation motor. Forged from special steel of the same formula as the Liberty, it is as perfectly balanced and finished as was the shaft of that great airplane engine.

### SERVICEABLE YEAR AROUND.

Haynes Coupe Is Car for Every Weather.

"From the standpoint of service as well as beauty the closed car of permanent type is a good, sound investment," declares A. G. Seiberling, vice-president and general manager of the Haynes Automobile Company, Kokomo, Ind. "More and more users everywhere are realizing the many benefits of comfort and service there are to be had from well made, dignified closed styles. Their windows are easily lowered during

warm days, letting in the breeze.

"The new Haynes coupe is a distinctive and stylish all season car, seating comfortably four passengers, and is intended for the business man whose time is limited and whose health is highly regarded. The women of social distinction find this type fitting to their requirements and so do the persons who drive their motor cars over the country roads."

**LIBERTY BRAKE ASSURES SAFETY.**  
The emergency brake of the Liberty Six operates on the propeller shaft, thus making sure of positive action with but little muscular effort, as well as simplifying chassis construction.



Snap and Speed in the New Style!

The New Velie Speedster—at the Show



GARLAND AUTOMOBILE COMPANY,  
1888 Broadway, at 62nd St., N. Y. Phone—Col. 5596

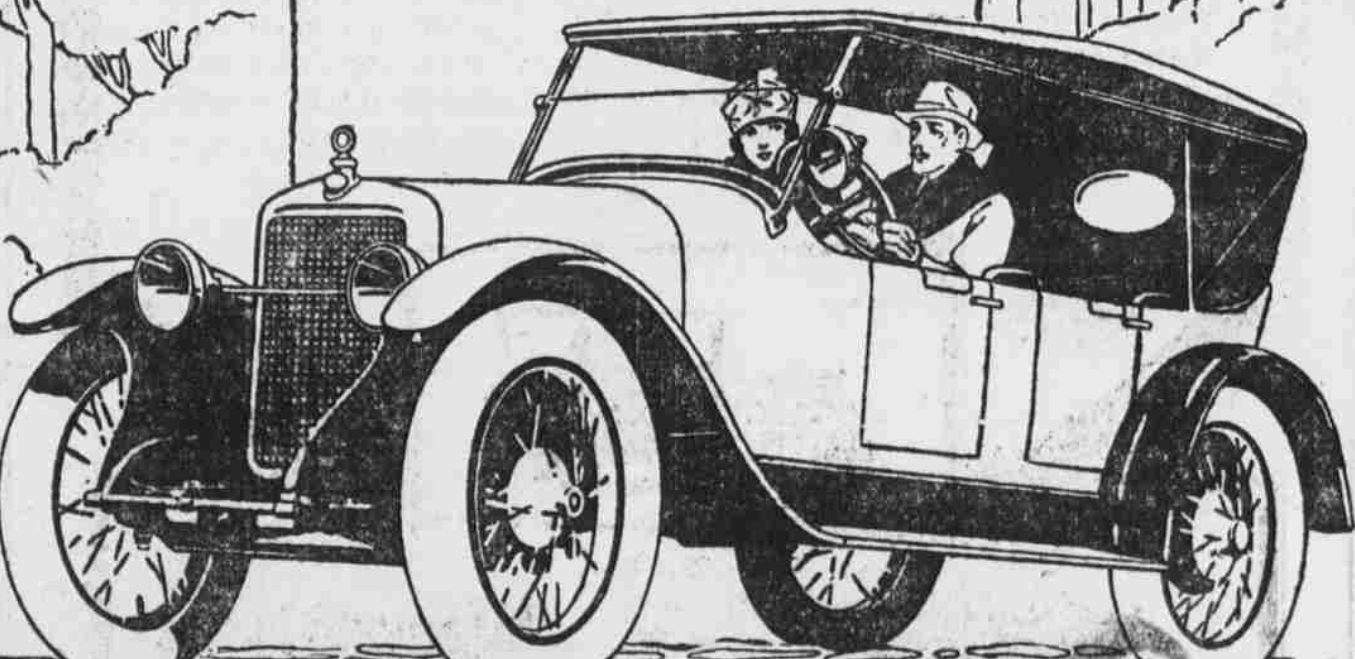
# Templar

## The Superfine Small Car

When the Templar first made its debut in the East, it was an instantaneous success. The discriminating New York public placed its stamp of approval on this superfine small car. The demand was considerably in excess of the supply. We are sanguine that the new Templar models to be exhibited at the National Automobile Show will make an even more pronounced impression on show visitors.

These cars are built for those who appreciate detail, refinement and quality—costing slightly more than the average moderate-priced car. They have been designed and perfected by engineers familiar with high speed, long-stroke motors of foreign standards.

TEMPLAR MOTORS CORPORATION  
CLEVELAND, OHIO  
MORROW MOTORS CORPORATION  
Eastern Distributors  
1761 Broadway, at 56th St. New York



On Display, Third Floor, Grand Central Palace, Space C3

# Allen

Allen proves that a really fine and beautiful car of moderate size and price has, at last, been produced.

Allen is styled, "the self-selling car." We don't argue its worth. We don't have to. Allen sells itself.

See Allen at the Show and ask for a test ride.

Good naturedly, we challenge you to resist its refreshing appeal.

Space B-25

GRAND CENTRAL PALACE

F. W. WRIGHT, Inc.

225 W. 57th St.

New York Distributor for

THE ALLEN MOTOR CO.

Columbus, Ohio.

Allen Touring Car or Roadster, \$1495  
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